

Amendments to and Listing of the Claims:

Please cancel claims 22-41, amend claims 2, 6, 8-10, 12, 18, 50, 51, 56 and 57, and add new claims 64-84 as follows:

1. (original) A computer-implemented method for managing avail inventory data of media programming streams for a communications network, the method comprising the steps of:

correlating available addressable units of the communications network with the avail inventory data; and

generating a proposed price for purchase of at least one avail based on results of the correlating step.

2. (currently amended) The method of claim 1, further comprising:

storing addressable unit data pertaining to addressable units of the communications network, said data comprising information concerning characteristics of individuals associated with the addressable units;

receiving segment characteristics of a market segment from a user;

correlating the received segment characteristics with the stored addressable unit data; and

automatically identifying the available addressable units to be correlated with the avail inventory data as a result of performing the step for correlating the segment characteristics.

3. (original) The method of claim 2, wherein the step of correlating the received segment characteristics includes:

storing geo-demographic data corresponding to geo-demographic characteristics of neighborhoods;

comparing the received segment characteristics with the stored geo-demographic data;

obtaining a list of indicators based on results of the comparing step, the indicators indicating geographic areas corresponding to the received segment characteristics; and

correlating the list of indicators with the addressable unit data to identify the available addressable units.

4. (original) The method of claim 3, wherein, in the obtaining step, the indicators are zip code + 4 identifiers.

5. (original) The method of claim 2, further comprising:

displaying a geographical map of the identified available addressable units.

6. (currently amended) The method of claim 1, wherein the correlating step includes:

storing content viewership data identifying materials or types of materials that viewers associated with the addressable units of the communications network are likely to view;

correlating the available addressable units with the stored content viewership data;

generating, based on results of this correlating step, a list of materials that viewers associated with the available addressable units are likely to view; and

identifying the at least one avail associated with the ~~obtained~~ generated list of materials.

7. (original) The method of claim 6, further comprising:

displaying the identified at least one avail to a user.

8. (currently amended) The method of claim 1, wherein the generating step includes:

~~electing, by~~ receiving, from a user, price-setting parameters associated with the at least one avail; and

performing an avail pricing analysis based on the ~~selected~~ received price-setting parameters to generate the proposed price.

9. (currently amended) The method of claim 8, wherein, ~~in the selecting step,~~ the price-setting parameters include at least one of the following: a size of addressable units and a number of avails.

10. (currently amended) The method of claim 8, wherein the ~~selecting step includes:~~

~~—selecting, by the user,~~ a subset of the available addressable units are selected by the user; and

~~_____ selecting, by the user, a subset of the available avails~~ are selected by the user,
whereby the price-setting parameters are selected.

11. (original) The method of claim 10, wherein the subset of the available addressable units is selected based on a geographical location of each of the available addressable units.

12. (currently amended) The method of claim 8, wherein the performing step includes:

evaluating price determining factors including the ~~user selected price-setting~~
parameters received from the user; and

calculating the proposed price based on results of the evaluating step using avail
pricing data.

13. (original) The method of claim 12, wherein, in the evaluating step, the price
determining factors further include at least one of the following: correlation indexes
indicating the strengths of correlations, frequency of purchase by the user, promotional
discounts, and scheduled presentation time for the available avails selected by the user.

14. (original) The method of claim 1, further comprising:

displaying the generated proposed price on a display device.

15. (original) The method of claim 14, wherein the display of the generated proposed price is overlaid on a display of the available addressable units.

16. (original) The method of claim 1, further comprising:

receiving payment information from a user for purchasing the at least one avail according to the proposed price;

processing the received payment information; and

informing a result of the processing step to the user.

17. (original) The method of claim 1, wherein the communications network is a television service network.

18. (currently amended) The method of claim 17, wherein the correlating step includes

storing program viewership data pertaining to programs or types of programs that viewers associated with the addressable units of the communications network are likely to view;

correlating the available addressable units with the stored program viewership data;

generating, based on results of this correlating step, a list of programs that viewers associated with the available addressable units are likely to view; and

identifying the at least one avail associated with the ~~obtained~~ generated list of programs.

19. (original) The method of claim 1, wherein the addressable units of the communications network are set top boxes assigned to subscribers of the communications network.

20. (original) The method of claim 1, wherein the addressable units of the communications network are nodes on the communications network.

21. (original) The method of claim 1, wherein the communications network is an Internet service network.

22-41. (canceled)

42. (original) A management system for managing avail inventory data of media programming streams for a communications network, the system comprising:

a first storage unit for storing the avail inventory data; and

a computer-implemented module, coupled to the first storage unit, for correlating available addressable units of the communications network with the avail inventory data stored in the first storage unit, and generating a proposed price for purchase of at least one avail based on results of the correlation.

43. (original) The system of claim 42, further comprising:

a user interface device, coupled to the computer-implemented module, for receiving segment characteristics of a market segment selected by a user and directing the received segment characteristics to the computer-implemented module.

44. (original) The system of claim 43, wherein the user-interface device further includes a display device for displaying a geographical map of the available addressable units.

45. (original) The system of claim 43, wherein the user interface device includes a computer having an input unit for directly receiving inputs from the user.

46. (original) The system of claim 42, further comprising:

a second storage unit, coupled to the computer-implemented module, for storing addressable unit data pertaining to all addressable units of the communications network.

47. (original) The system of claim 46, further comprising:

a third storage unit, coupled to the computer-implemented module, for storing geo-demographic data identifying geographical areas and demographic characteristics of the geographical areas.

48. (original) The system of claim 47, wherein the computer-implemented module compares the received segment characteristics with the geo-demographic data stored in the third storage unit, obtains a list of indicators based on results of this comparison, the indicators indicating geographical areas corresponding to the received segment

characteristics, and correlates the list of indicators with the addressable unit data stored in the second storage unit to identify the available addressable units.

49. (original) The system of claim 48, wherein the indicators are zip code + 4 identifiers.

50. (currently amended) The system of claim 42, further comprising:

a ~~fourth~~second storage unit, coupled to the computer-implemented module, for storing content viewership data identifying materials or types of materials that viewers associated with the addressable units of the communications network are likely to view.

51. (currently amended) The system of claim 50, wherein the computer-implemented module correlates the available addressable units with the content viewership data stored in the ~~fourth~~second storage unit, obtains a list of materials that viewers associated with the available addressable units are likely to view based on results of this correlation, and identifies the at least one avail associated with the obtained list of materials that are available for sale.

52. (original) The system of claim 42, further comprising:

a display device, coupled to the computer-implemented module, for displaying the at least one avail to a user.

53. (original) The system of claim 52, wherein the display device displays the at least one avail with an overlay of a display of the available addressable units.

54. (original) The system of claim 42, wherein the computer-implemented module receives price-setting parameters associated with the at least one avail from a user, and performs an avail pricing analysis based on the received price-setting parameters to generate the proposed price.

55. (original) The system of claim 54, wherein the price-setting parameters include a size of desired addressable units, and a number of desired avails.

56. (currently amended) The system of claim 54, further comprising:

a ~~fifth~~second storage unit, coupled to the computer-implemented module, for storing avail pricing data directed to pricing data for avails.

57. (currently amended) The system of claim 56, wherein, in the avail pricing analysis, the computer-implemented module considers price determining factors including the price-setting parameters, and calculates the proposed price based on results of this consideration using the avail pricing data stored in the ~~fifth~~second storage unit.

58. (original) The system of claim 57, wherein the price determining factors further include at least one of the following: correlation indexes indicating the strengths of correlations, frequency of purchase by the user, application of promotional discounts, and scheduled presentation time for the available avails selected by the user.

59. (original) The system of claim 43, wherein the computer-implemented module communicates with the user interface device via the Internet.

60. (original) The system of claim 42, wherein the communications network is a television service network.

61. (original) The system of claim 42, wherein the addressable units are set top boxes assigned to subscribers of the communications network.

62. (original) The system of claim 42, wherein the addressable units are nodes on the communications network.

63. (original) The system of claim 42, wherein the communications network is an Internet service network

64. (new) An article of manufacture for managing avail inventory data of media programming streams for a communications network, the article of manufacture comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

(a) correlating available addressable units of the communications network with the avail inventory data; and

(b) generating a proposed price for purchase of at least one avail based on results of the correlating in step (a).

65. (new) The article of manufacture of claim 64, the computer-executable instructions performing a method further comprising:

(c) storing addressable unit data pertaining to addressable units of the communications network, said data comprising information concerning characteristics of individuals associated with the addressable units;

(d) receiving segment characteristics of a market segment from a user;

(e) correlating the received segment characteristics with the stored addressable unit data; and

(f) automatically identifying the available addressable units to be correlated with the avail inventory data as a result of performing step (e).

66. (new) The article of manufacture of claim 65, wherein step (e) includes:

(e1) storing geo-demographic data corresponding to geo-demographic characteristics of neighborhoods;

(e2) comparing the received segment characteristics with the stored geo-demographic data;

(e3) obtaining a list of indicators based on results of the comparing step, the indicators indicating geographic areas corresponding to the received segment characteristics; and

(e4) correlating the list of indicators with the addressable unit data to identify the available addressable units.

67. (new) The article of manufacture of claim 66, wherein, in step (e3) the indicators are zip code + 4 identifiers.

68. (new) The article of manufacture of claim 65, the computer-executable instructions performing a method further comprising:

(g) displaying a geographical map of the identified available addressable units.

69. (new) The article of manufacture of claim 64, wherein step (a) includes:

(a1) storing content viewership data identifying materials or types of materials that viewers associated with the addressable units of the communications network are likely to view;

(a2) correlating the available addressable units with the stored content viewership data;

(a3) generating, based on results of step (a2), a list of materials that viewers associated with the available addressable units are likely to view; and

(a4) identifying the at least one avail associated with the generated list of materials.

70. (new) The article of manufacture of claim 69, the computer-executable instructions performing a method further comprising:

(c) displaying the identified at least one avail to a user.

71. (new) The article of manufacture of claim 64, wherein step (b) includes:

(b1) receiving, from a user, price-setting parameters associated with the at least one avail; and

(b2) performing an avail pricing analysis based on the received price-setting parameters to generate the proposed price.

72. (new) The article of manufacture of claim 71, wherein the price-setting parameters include at least one of the following: a size of addressable units and a number of avails.

73. (new) The article of manufacture of claim 71, wherein a subset of the available addressable units is selected by the user and a subset of the available avails is selected by the user, whereby the price-setting parameters are selected.

74. (new) The article of manufacture of claim 73, wherein the subset of the available addressable units is selected based on a geographical location of each of the available addressable units.

75. (new) The article of manufacture of claim 71, wherein step (b2) includes:

evaluating price determining factors including the price-setting parameters received from the user; and

calculating the proposed price based on results of the evaluating step using avail pricing data.

76. (new) The article of manufacture of claim 75, wherein, in the evaluating step, the price determining factors further include at least one of the following: correlation indexes indicating the strengths of correlations, frequency of purchase by the user, promotional discounts, and scheduled presentation time for the available avails selected by the user.

77. (new) The article of manufacture of claim 64, the computer-executable instructions performing a method further comprising:

(c) displaying the generated proposed price on a display device.

78. (new) The article of manufacture of claim 77, wherein the display of the generated proposed price is overlaid on a display of the available addressable units.

79. (new) The article of manufacture of claim 64, the computer-executable instructions performing a method further comprising:

(c) receiving payment information from a user for purchasing the at least one avail according to the proposed price;

(d) processing the received payment information; and

(e) informing a result of the processing step to the user.

80. (new) The article of manufacture of claim 64, wherein the communications network is a television service network.

81. (new) The article of manufacture of claim 80, wherein step (a) includes:

(a1) storing program viewership data pertaining to programs or types of programs that viewers associated with the addressable units of the communications network are likely to view;

(a2) correlating the available addressable units with the stored program viewership data;

(a3) generating, based on results of step (a2), a list of programs that viewers associated with the available addressable units are likely to view; and

(a4) identifying the at least one avail associated with the generated list of programs.

82. (new) The article of manufacture of claim 64, wherein the addressable units of the communications network are set top boxes assigned to subscribers of the communications network.

83. (new) The article of manufacture of claim 64, wherein the addressable units of the communications network are nodes on the communications network.

84. (new) The article of manufacture of claim 64, wherein the communications network is an Internet service network.